

# Scaling Heartfelt CX:

How Lovepop cut email response time from 7 hours to 18 seconds and made customers feel seen.



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## crescendo

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# From Seasonal Stress to Seamless Support, Just in Time for Mother's Day



Lovepop, a disruptor in the greeting card industry, brings new meaning to personalized gifts with imaginative, customizable Slicegami™ cards.

With a mission to create one billion magical moments, Lovepop needed more than good customer service to navigate the influx of orders and inquiries with high-volume holidays like Valentine's Day and Mother's Day. They needed scalability, speed, and a way to make every customer feel cared for.

By implementing Crescendo's Augmented AI platform, Lovepop now delivers fast, personalized support across voice and email—soon expanding to chat—while streamlining returns and order status updates, cutting wait times, and empowering agents to focus on the moments that matter most.

## CHALLENGE

### Smarter support for surges, seniors, and speed.

Lovepop's cards are at the center of life's most emotional moments, which means their customer support team is, too. But as holiday support spikes approached, they faced familiar pain points with increasing urgency. Their customer base is made up of phone-first service requesters, which their IVR system struggled to support well. At the same time, email response

times lagged as tickets piled up, especially with the tedious back-and-forth required for return processing.

Even with strong agent performance, the model couldn't keep pace with surge volumes, personalization needs, and rising customer expectations.

They needed a solution that could scale quickly during holiday demand, reduce wait times, and deliver better experiences without expanding headcount or compromising care.

“ FedEx had my package labeled as “in transit” but stalled for over a week. All I had to do was send a quick email, and the company remedied the issue in literally less than five minutes. Really easy fix, and excellent customer service! ”

LC, LOVEPOP CUSTOMER

## SOLUTION

# Omnichannel AI with the empathy to match the moment.

To meet rising demand without sacrificing quality, Lovepop deployed Crescendo's omnichannel AI Assistant, which they nicknamed "Joy," across voice and email, with chat soon to follow. Built on Agentic AI, Joy was trained to navigate emotionally charged interactions, streamline logistics, and support diverse customers in a way that felt personal and effortless.

Lovepop moved fast, integrating Crescendo's Voice Assistant with Zendesk in early February to support Valentine's Day shoppers, followed by deployment alongside Gorgias in early March, then Email Assistant deployment in early May ahead of Mother's Day.

[The seamless integration across platforms gave Lovepop full omnichannel coverage just in time for holiday surges, without any disruption to existing tools or workflows.](#) Crescendo's Shopify integration made Joy even smarter by instantly identifying callers, matching them to accounts, and collecting full order details before handoff. When a human agent stepped in, they were already equipped with all the context and information needed to resolve the issue quickly and confidently, creating a smoother, more satisfying experience for the customer.

What had once taken multiple emails or long hold times could now be resolved in seconds. Elderly callers,

particularly, appreciated Joy's calm tone and ability to help at their own pace without confusing menus or being rushed.

“ I sent an email regarding postage and it was answered immediately! Honestly, I've never had such a quick response and resolution to my question. Excellent customer relations! I love the cards too and they arrived very quickly. ”

LINDA, LOVEPOP CUSTOMER

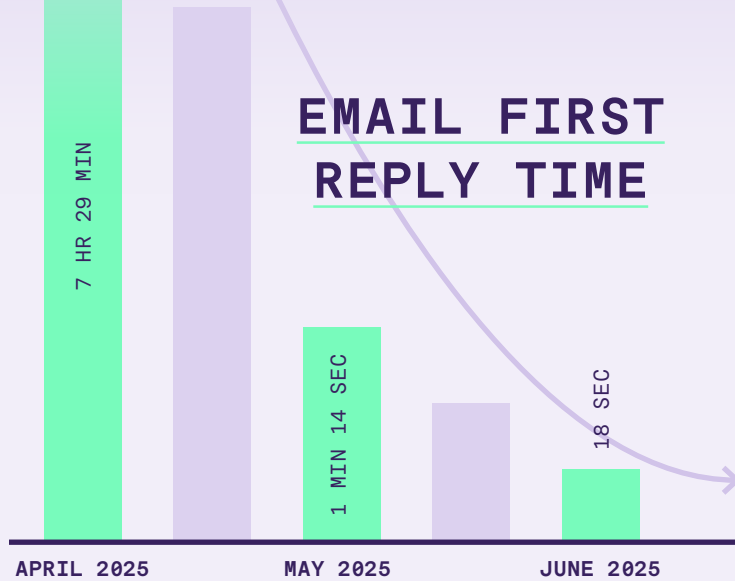
## IMPACT

**Resolution times slashed. CSAT soared. Agents refocused on what matters.**

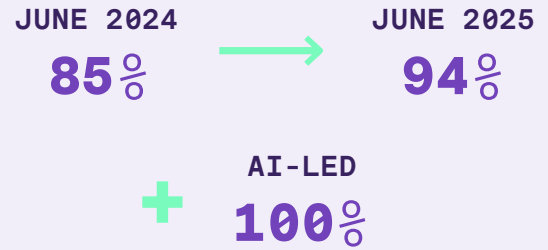
With Joy handling routine tasks and the team continuously refining the knowledge base with each interaction, Lovepop immediately saw results. Over two months, they achieved a 99.93% reduction in email response time and a 9% CSAT improvement. Response times dropped, satisfaction climbed, and the team could handle more volume than ever without adding staff.

The team managed double the volume with fewer people and avoided the need for a seasonal hiring surge entirely. Agents could focus on complex or escalated cases, while Joy took care of the rest.

# Key Results



## CSAT SCORES



“ I contacted the email address listed on the original order confirmation on a Sunday evening. Within ONE MINUTE... I received a response, an outline of what they could do and I had a resolution within 20 minutes. **It is customer service like THAT that will keep me coming back.** ”

PAMELA, LOVEPOP CUSTOMER

### TAKEAWAY

**Support that feels as personal as the product itself.**

Lovepop reimaged what CX could look like during their busiest seasons without adding headcount or compromising their brand's warmth. With Crescendo, their support became faster, more personal, and easier to scale.

Customers got help in seconds. Agents got relief from repetitive tasks. Callers received a support experience that met them with patience and care.

And behind every message, every return, and every call was Joy. This AI assistant was trained to deliver the kind of experience that lives up to the product quality and personalization that Lovepop aims to deliver in every way.

